

ORDER



Orders
Order / Rev: 714856
Alt Order #: 06323403
Product Desc: BEAN FOR FL SENATE
Estimate: 481
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 09/19/12 / 10/17/12
Order Type: Core

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 Do Not Mail
 XX, XX XX

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Bean, A/ R / FI Senate
Demographic: A35+
Product Codes: PL-State Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	17	\$3,625.00	\$3,081.25
10/29/12	10/29/12	4	\$875.00	\$743.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$3,625.00	\$3,081.25	0.00
November 2012	4	\$875.00	\$743.75	0.00
Totals	21	\$4,500.00	\$3,825.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	4%	\$4,500.00
Market	100%	\$112,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	2%	\$2,250.00
WCWJ	0%	\$0.00
WJXT	33%	\$37,125.00
WTEV	30%	\$33,750.00
WTLV	31%	\$34,875.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/23/12	10/26/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	- TWTF - -	:30	4	\$275.00	P-3	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -			4			\$275.00		0.00			
2	WJXX	10/23/12	10/26/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	- TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -			4			\$200.00		0.00			
3	WJXX	10/23/12	10/26/12	Nightline Nightline	CM	M-F 11:35p-12:05a	- TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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 Estimate: 481

WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WJXX	10/23/12	10/26/12	Nightline Nightline	CM	M-F 11:35p-12:05a	-TWTF--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-TWTF--		4			\$200.00		0.00				
E 4	WJXX	10/26/12	10/26/12	Fri Prime A Shark Tank	CM	Fri 8p-9p	----F--	:30	1	\$325.00	P-5	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	----F--		1			\$325.00		0.00				
5	WJXX	10/27/12	10/27/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	-----S-	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		2			\$150.00		0.00				
6	WJXX	10/28/12	10/28/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff	-----S	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		2			\$150.00		0.00				
E 7	WJXX	10/28/12	10/28/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	1	\$500.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$500.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	10/22/12-10/28/12	Sun Prime A		7-8p	-----Su	:30		(\$500.00)		0.00	NM		
	Credited [CR]														
8	WJXX	10/29/12	10/29/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	M-----		1			\$275.00		0.00				
9	WJXX	10/29/12	10/29/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	M-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	M-----		2			\$200.00		0.00				
10	WJXX	10/29/12	10/29/12	Nightline Nightline	CM	M-F 11:35p-12:05a	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	M-----		1			\$200.00		0.00				
Totals													21	\$4,500.00	